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JOHN H. MARSHALL
General Manager

November 23, 1970

Mr. William Bates, III
The Ivy Network Corporation
President
New Haven, Conn.

Dear Bill:

Thank you for your reply.

I do understand what a consumption survey is, but I did not understand that audience measurement was contingent on the success of the consumption survey.

I also understand the logic behind the distribution of additional revenue but don't necessarily agree (and since we anticipate adding beer revenue in the near future - pending a legal study of what amount of revenue over expenses we can retain without losing our tax-exempt status - we would not benefit by a different method of distribution). To be honest I can't presently think of a better method.

Hope to talk with you this winter,

Sincerely yours,

John H. Marshall

I do believe that an audience measurement will prove more worthwhile than a consumption survey (although to have both is obviously an advantage). Our survey greatly increased our regional and national sales picture.